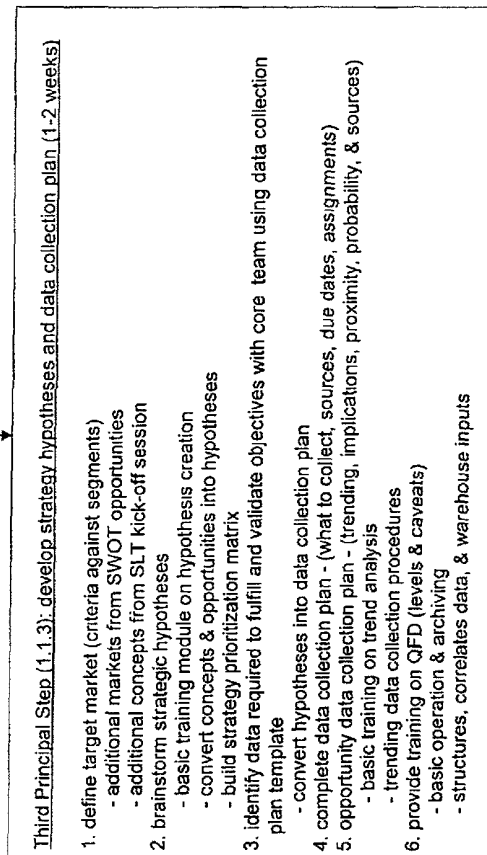


basic stage

tools used in analysis



First Stage (1.1):
charter strategy
and develop data
collection plan

- hypothesis template
- basic data collection plan
- strategy prioritization tool
- opportunities collection template

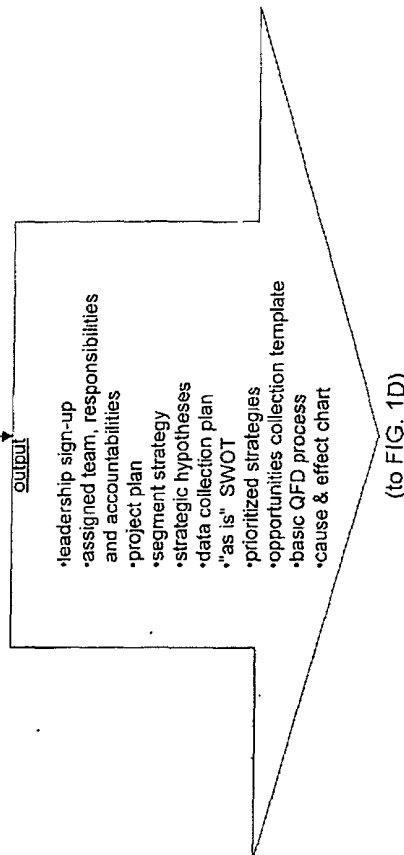


FIG. 1C

basic stage

tools used in analysis

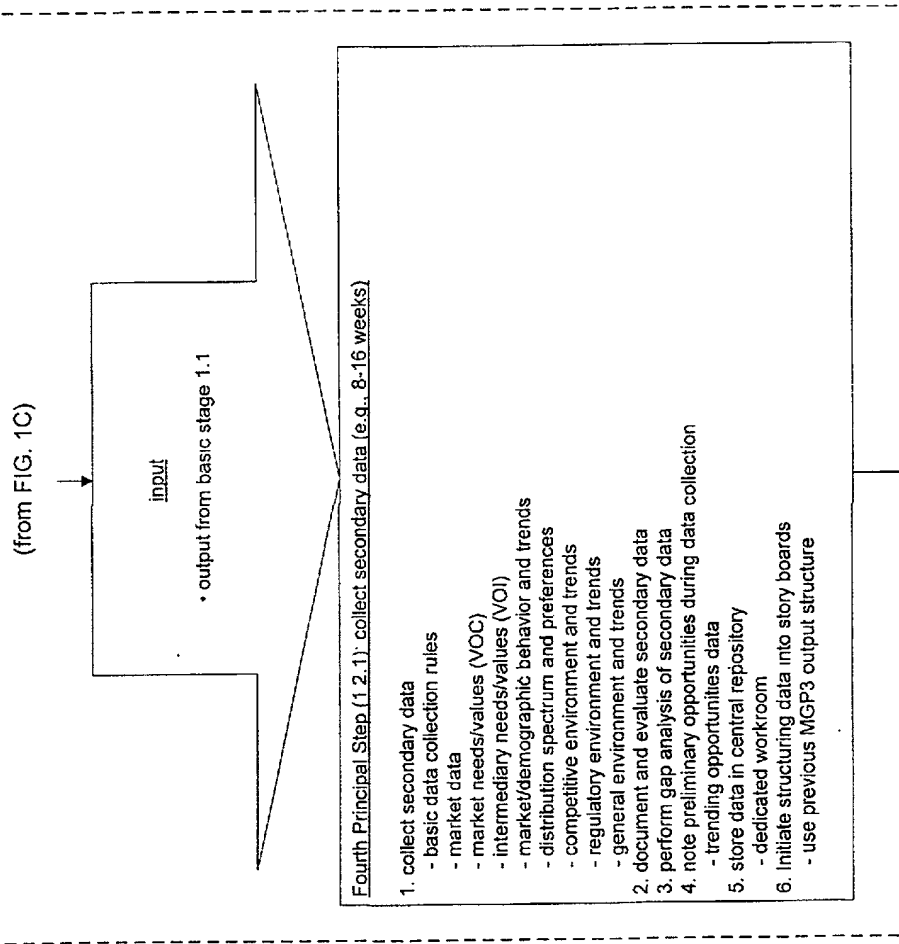
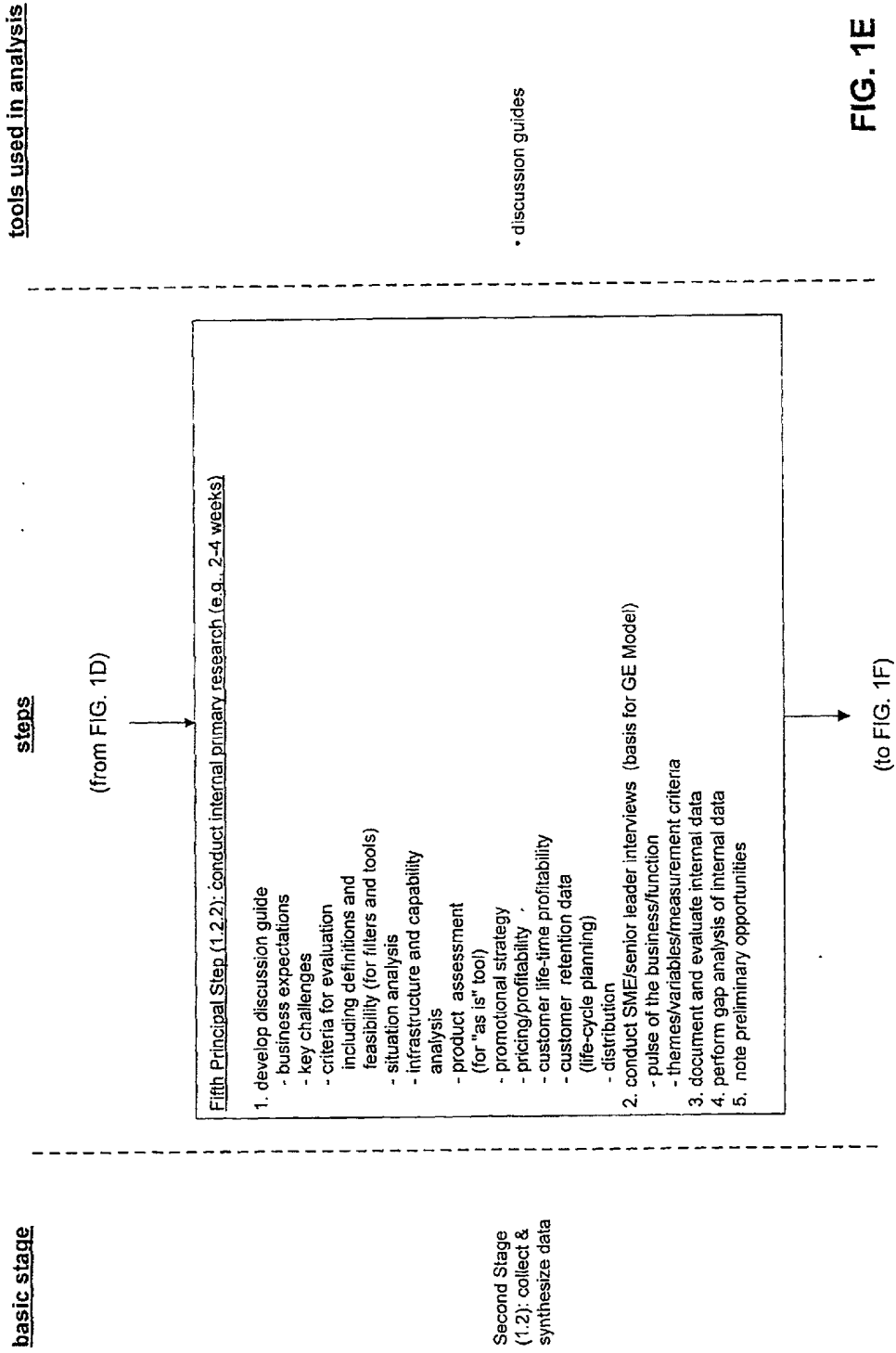
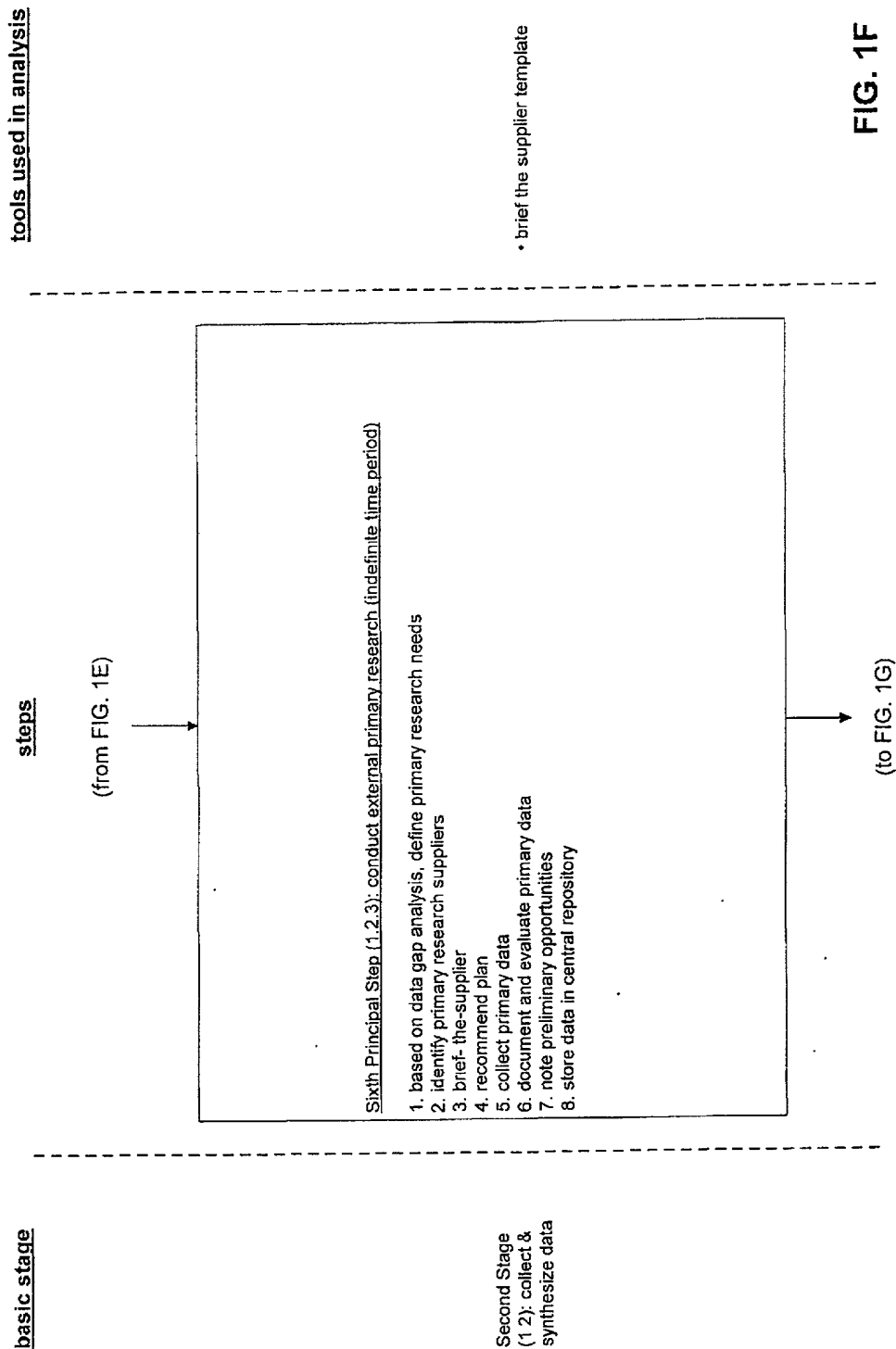


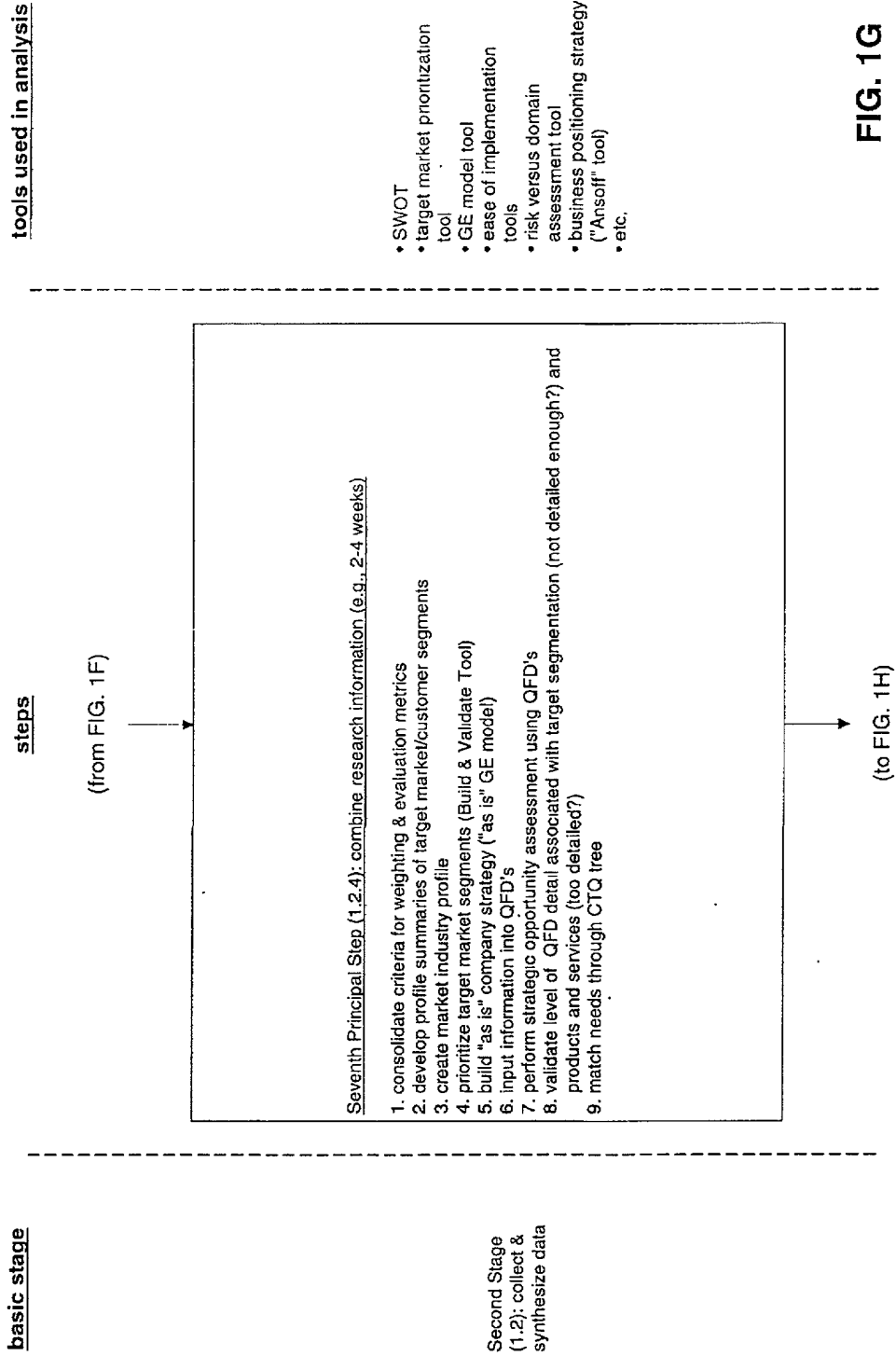
FIG. 1D

- data collection plan
- opportunity collection template
- collection rules

Second Stage
(1 2): collect &
synthesize data







basic stage

tools used in analysis

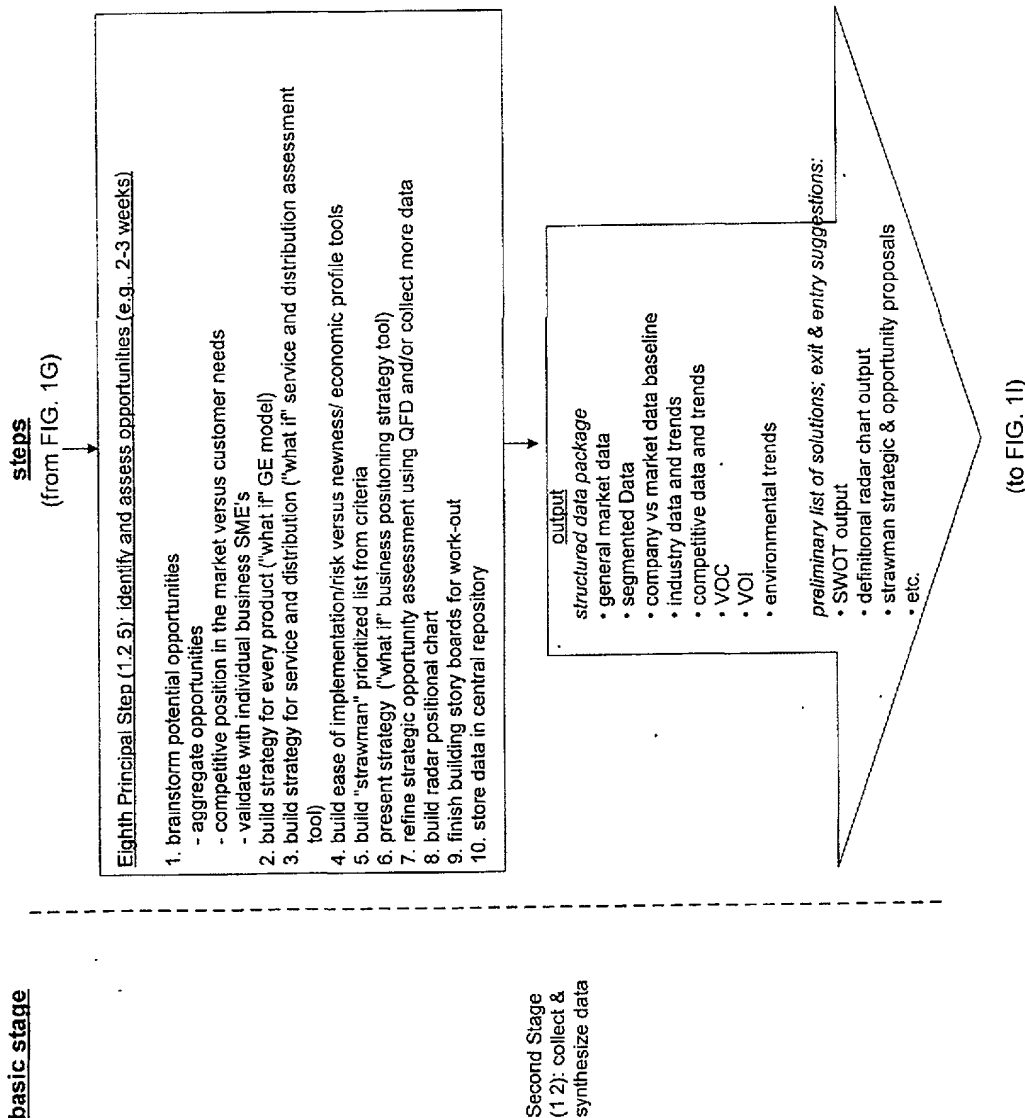


FIG. 1H

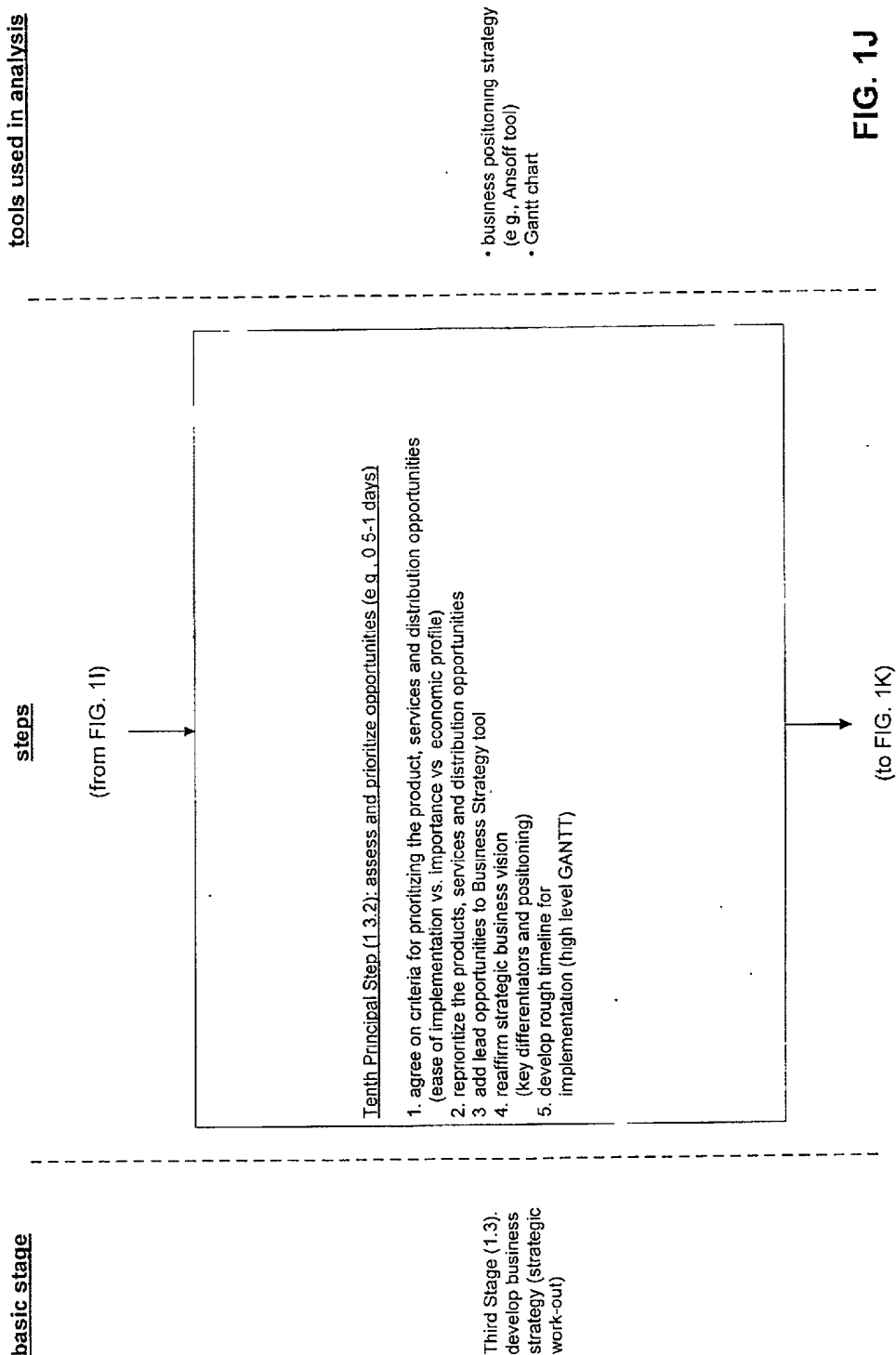


FIG. 1J

basic stage

tools used in analysis

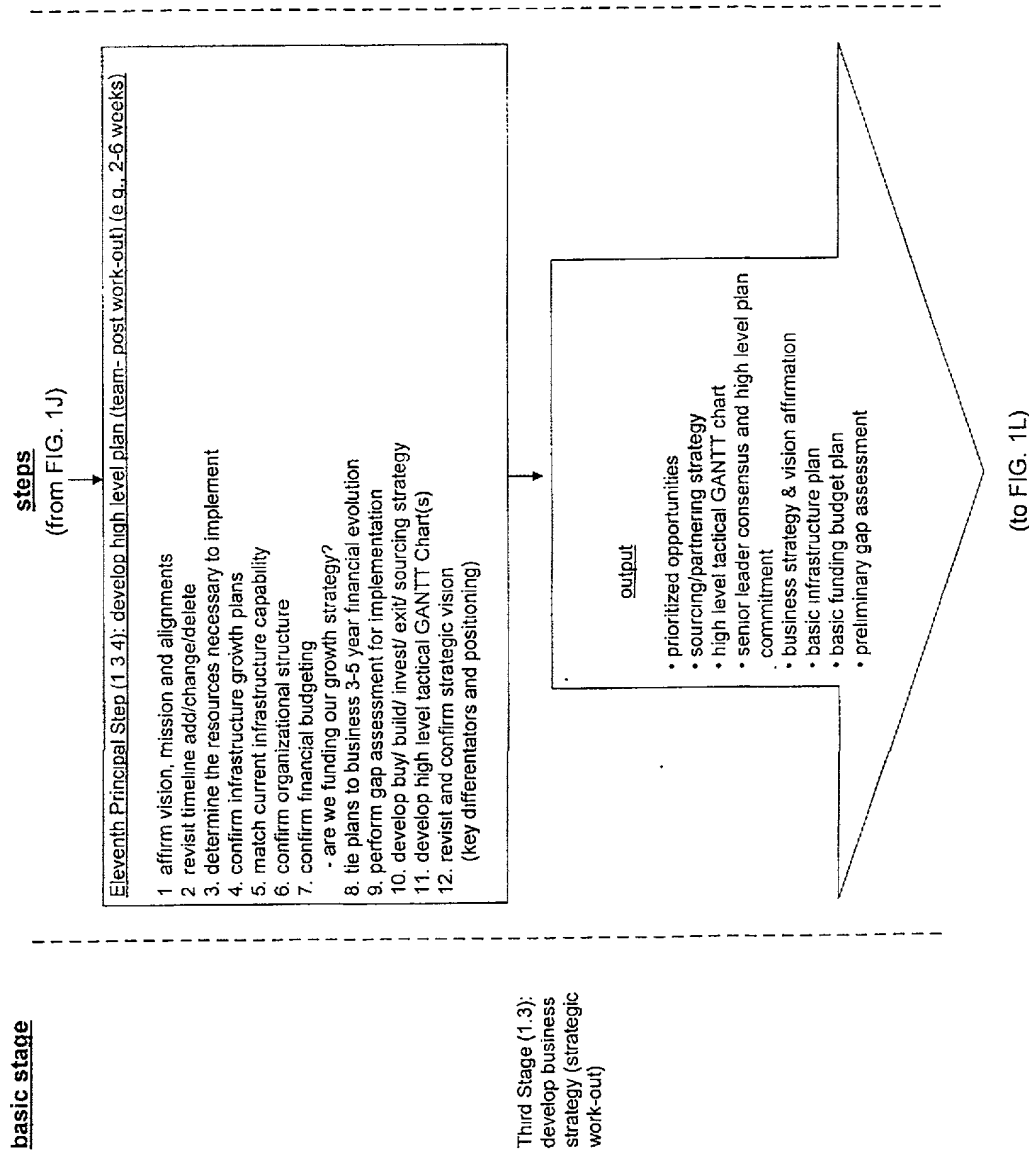


FIG. 1K

basic stage

tools used in analysis

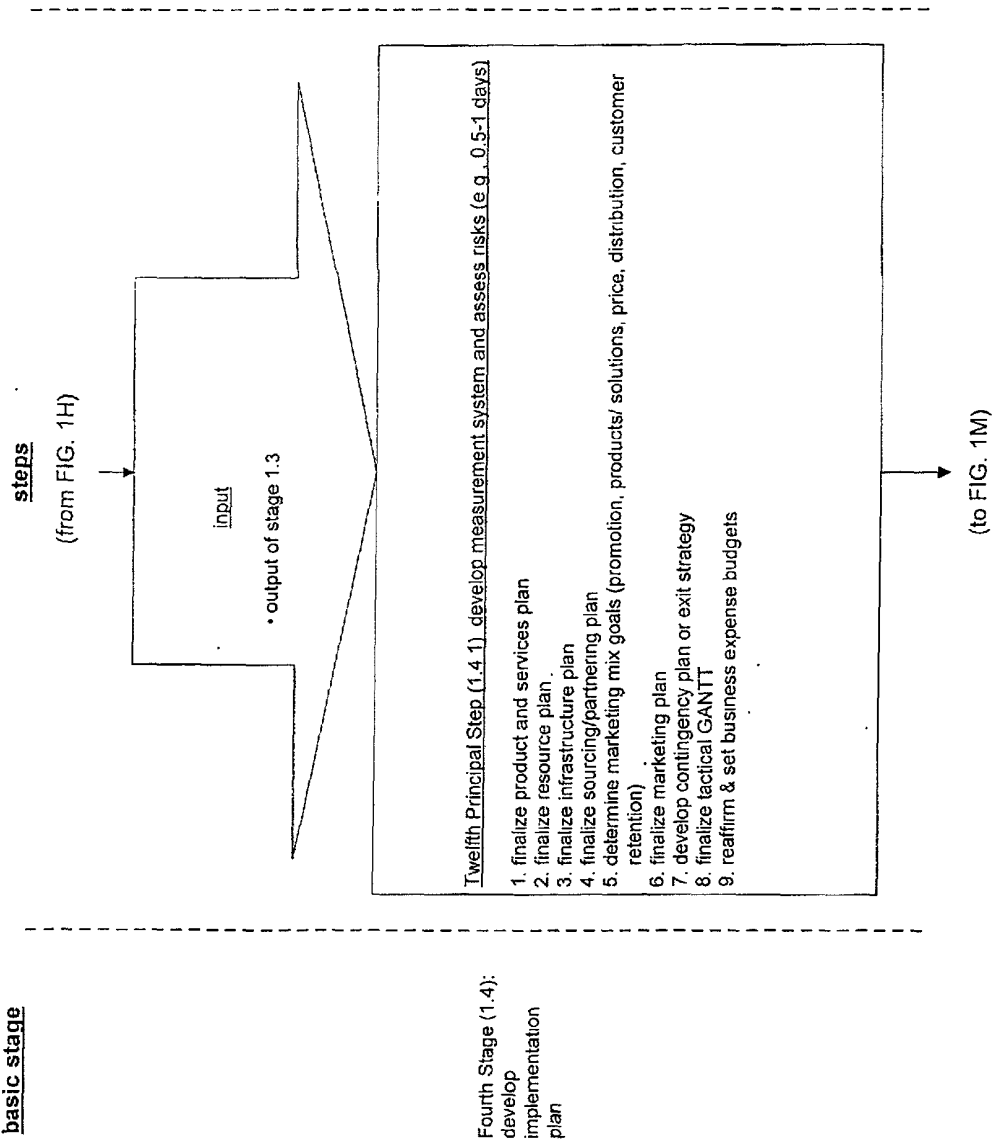


FIG. 1L

basic stage

tools used in analysis

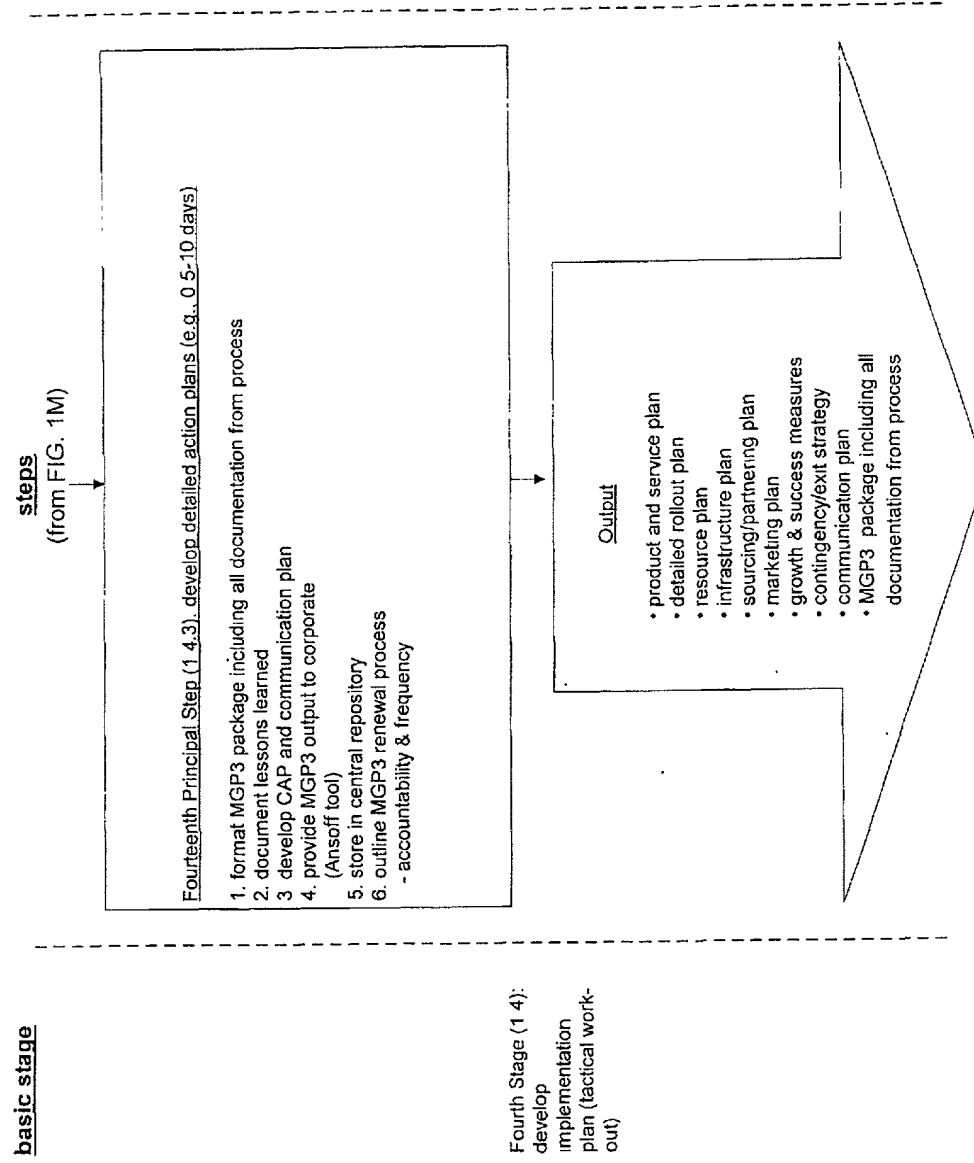


FIG. 1N

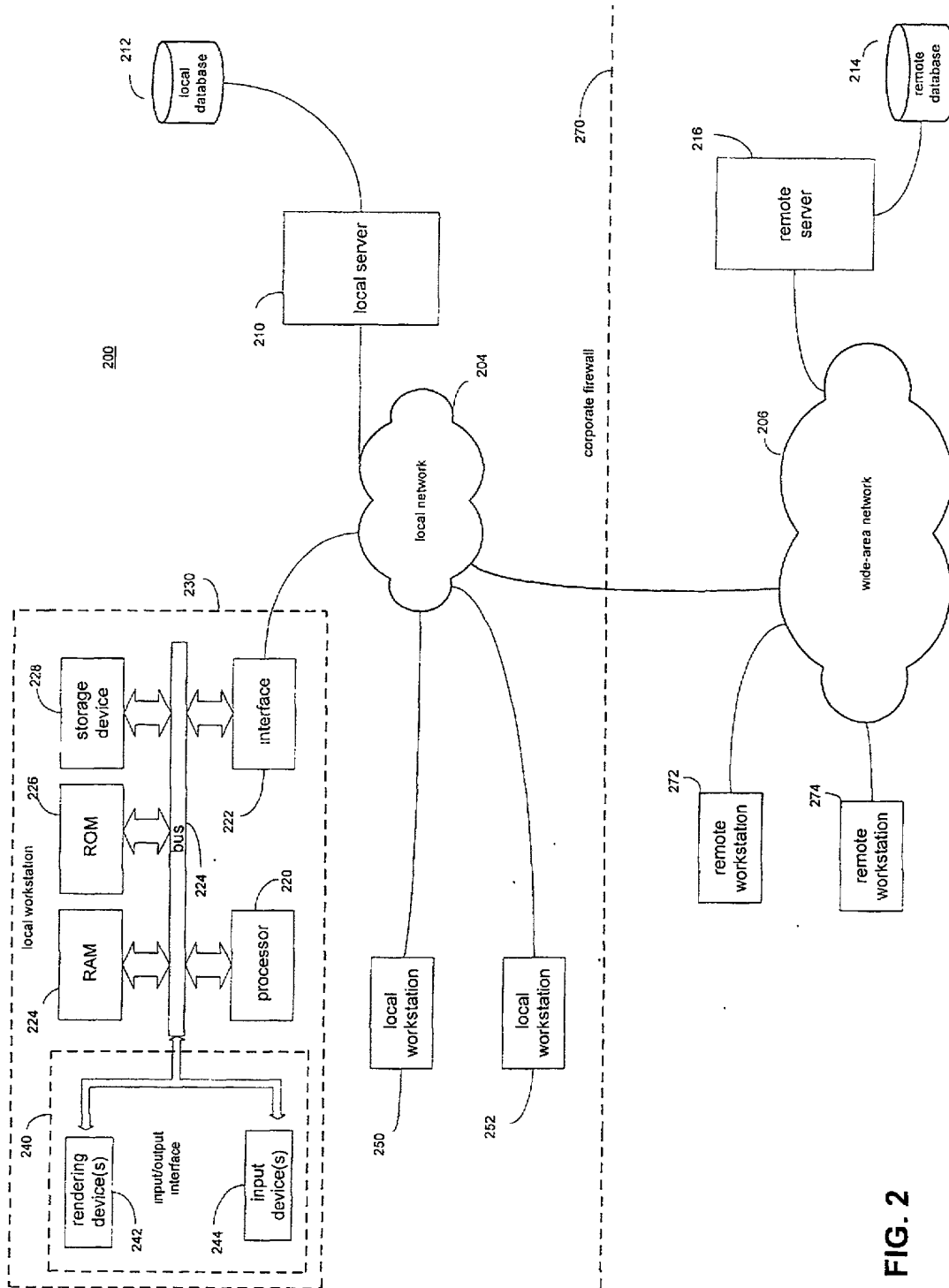


FIG. 2

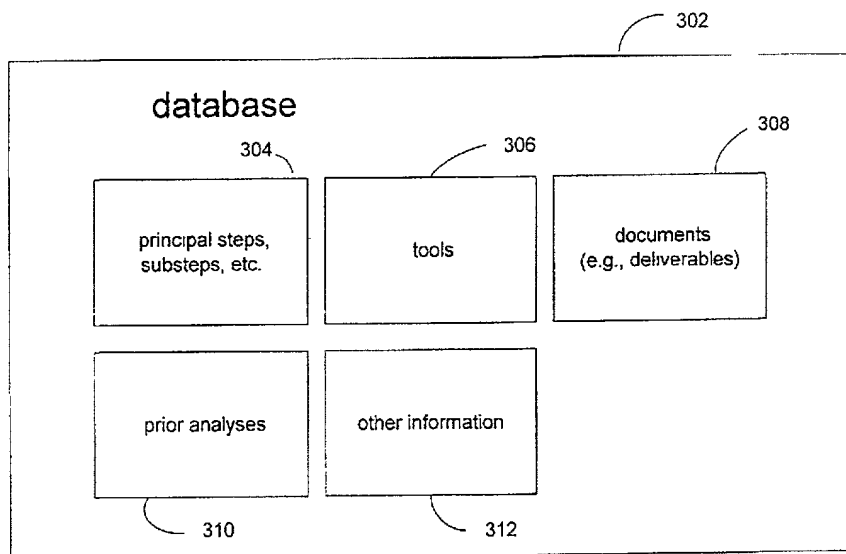


FIG. 3

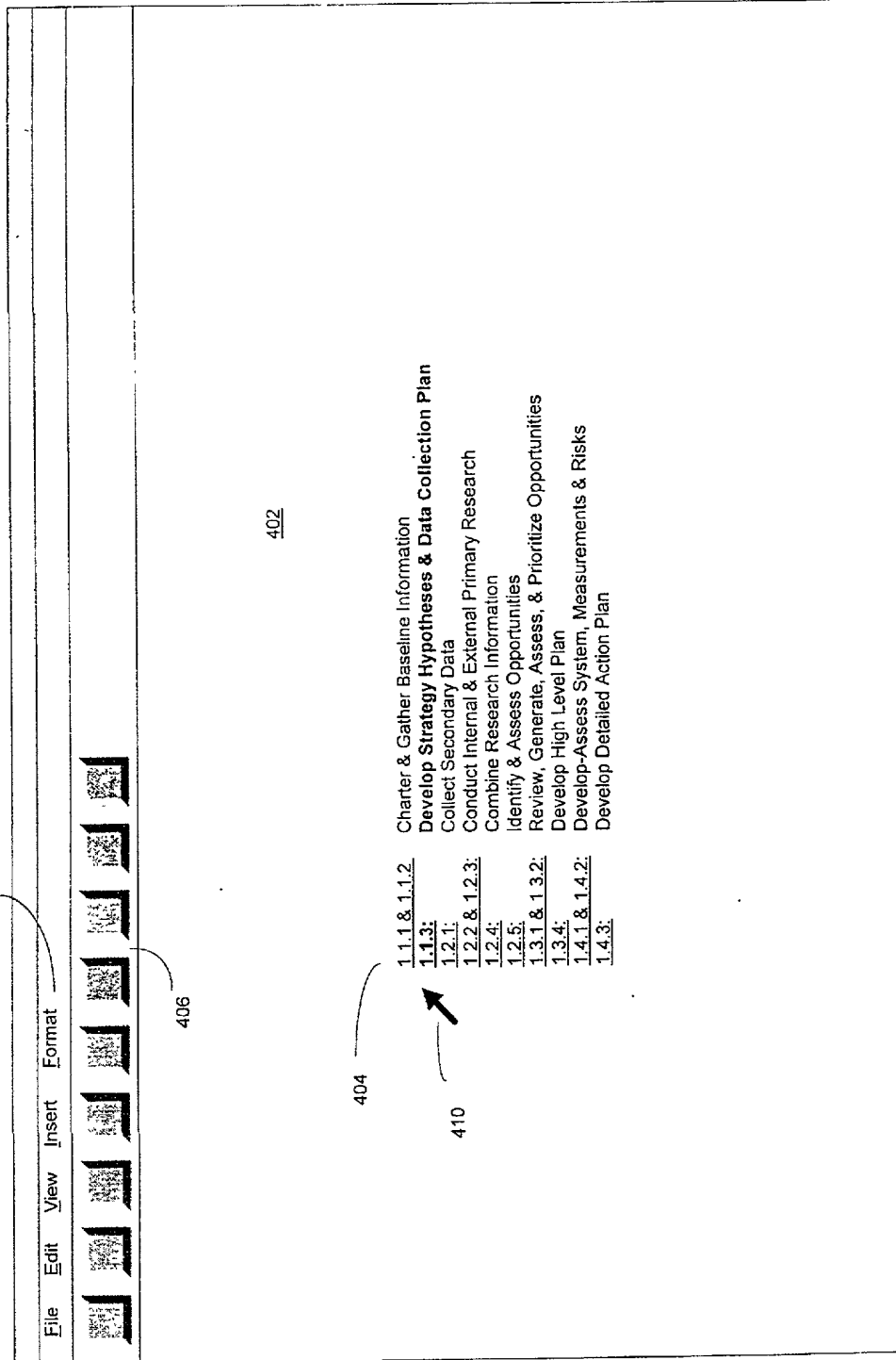


FIG. 4

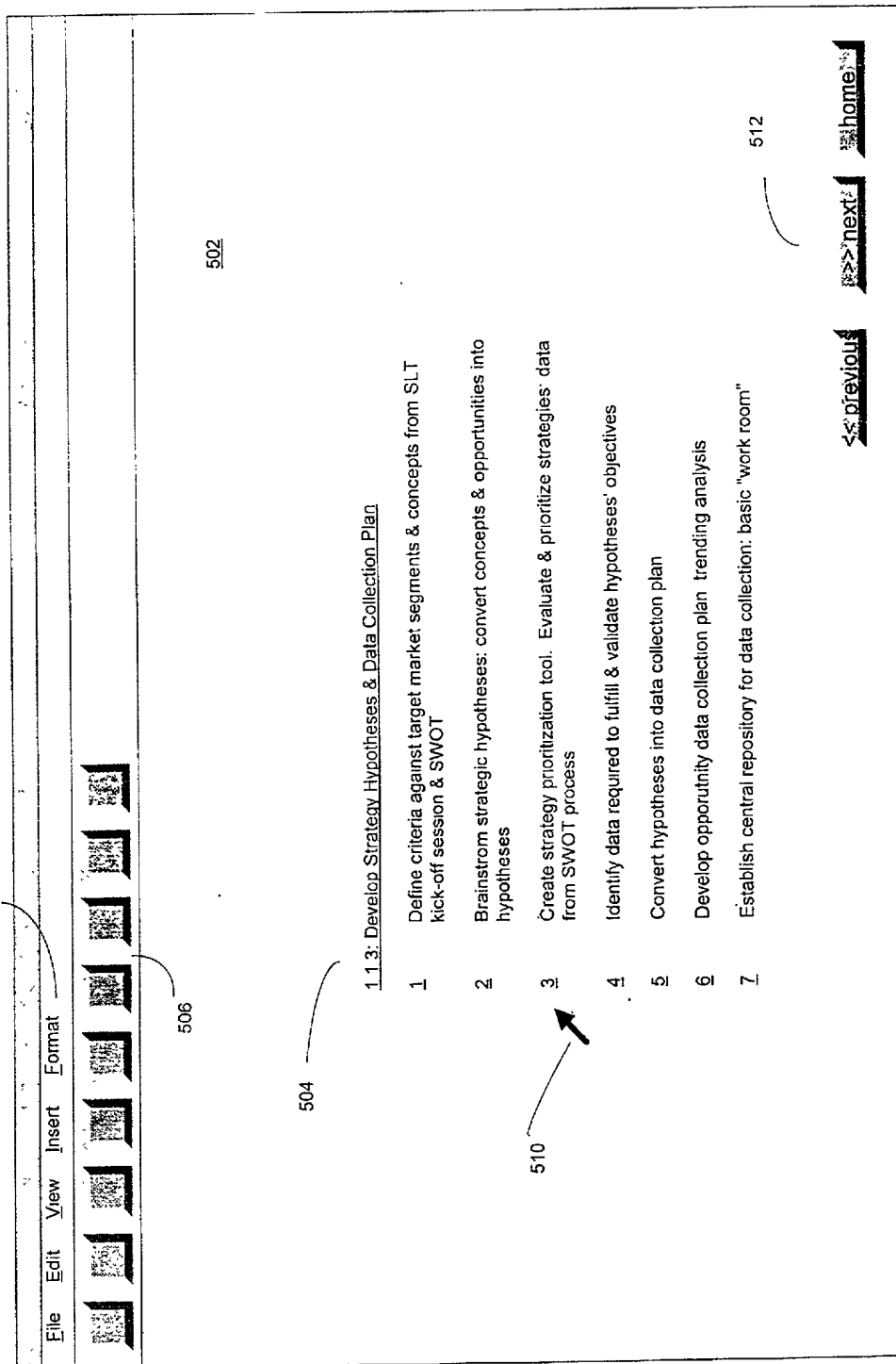


FIG. 5

[illegible]

FIG. 6

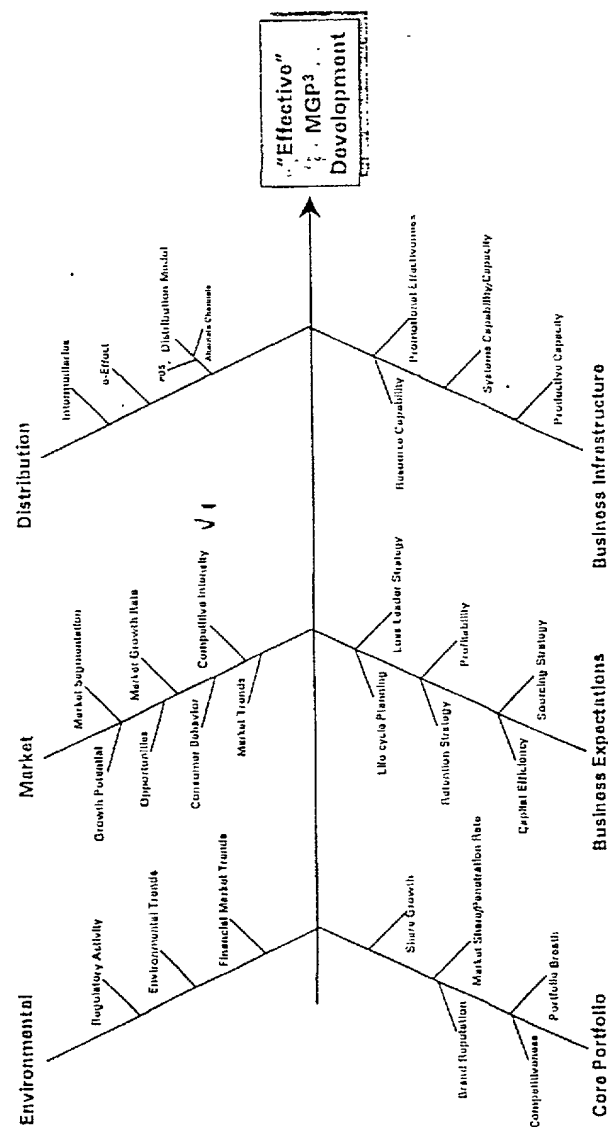
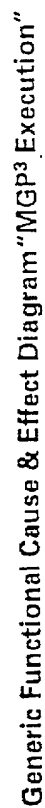


FIG. 7

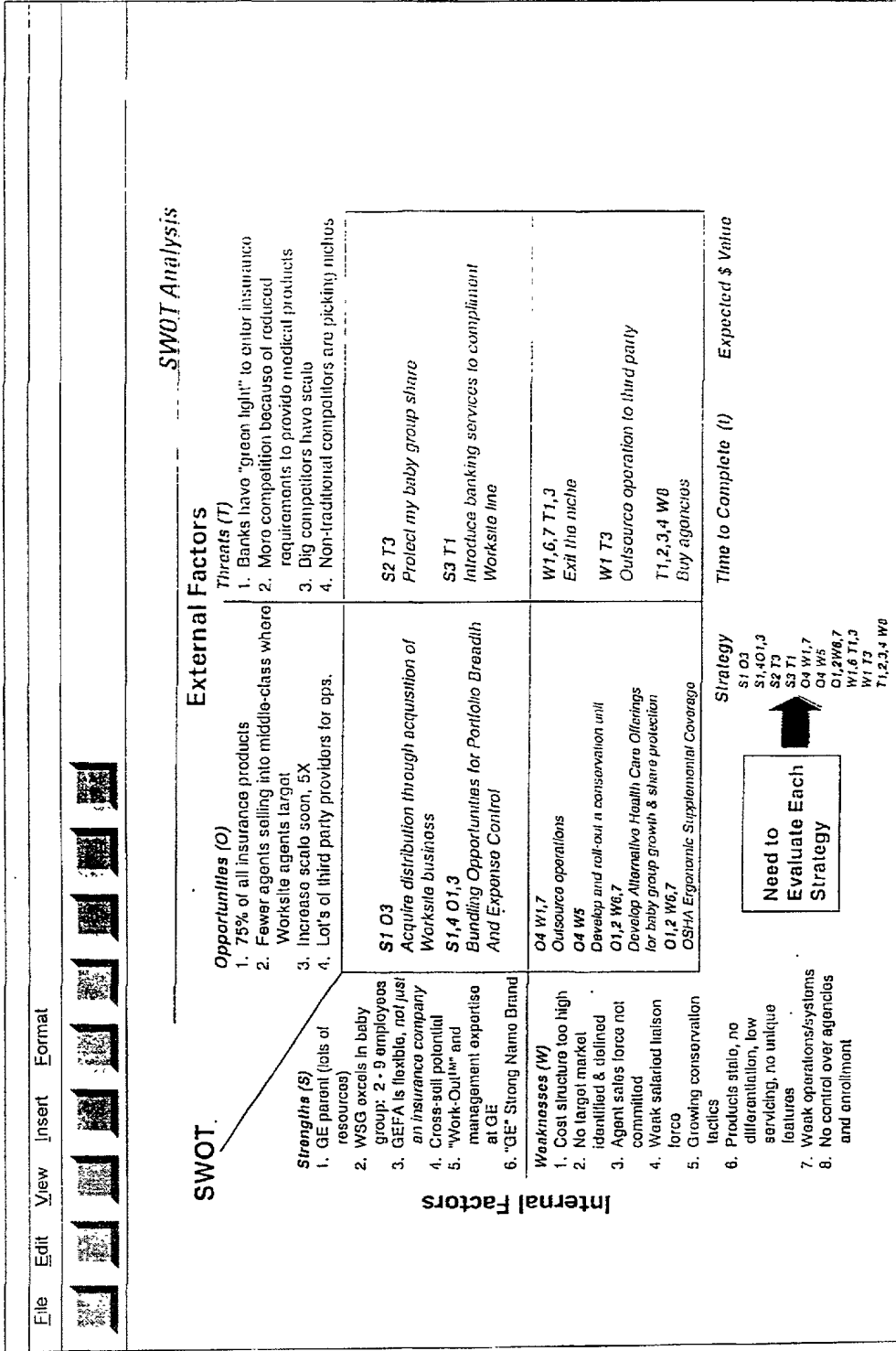


FIG. 8

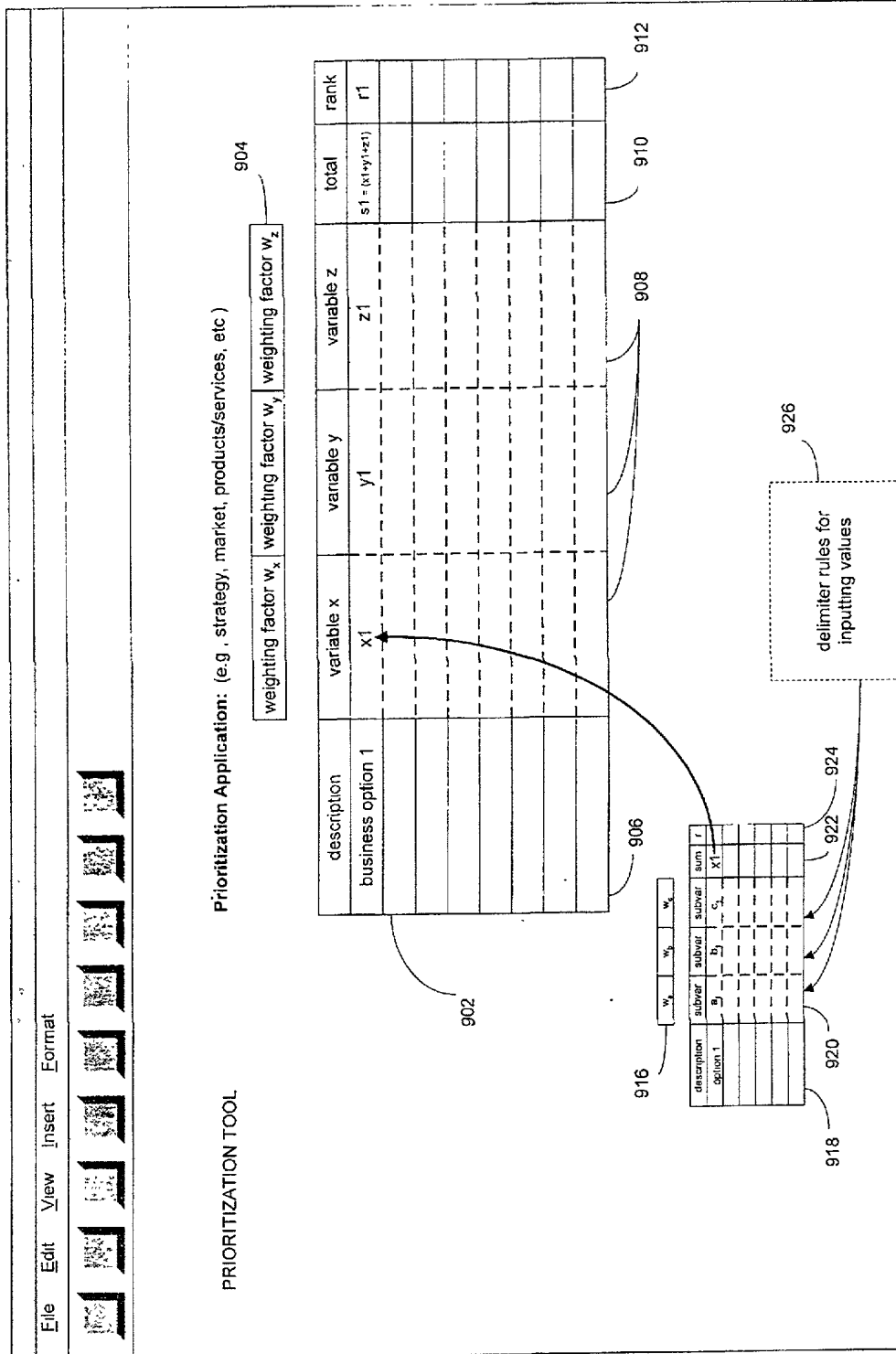


FIG. 9

Target or Served Market Prioritization Matrix for MGP³

Market Description	Relative Rating Factor Weightings*				TOTAL	Relative Rank
	7	3	1	10		
	2	1	3	3		
- Key Variables** -						
Market Description	Market Potential (Growth Rate, Size...)	Expansion Potential (Expanded Platform, Portfolio Fit...)	Business Risk	Profit Potential (Net Income, ROE, TYP...)	TOTAL	Relative Rank
Super Affluent	3.1	3.3	3.1	2.8	69	
Affluent	3.4	4.3	3.6	3.4	81	
Emerging Affluent	3.5	5.0	3.2	3.6	85	
Secure Mature	3.4	4.3	3.7	3.8	86	
Middle Market	3.5	3.3	3.3	3.0	74	
Low-Middle Market	2.9	2.7	3.0	2.8	65	
Low Net Worth	2.3	1.0	2.8	1.8	45	
Accumulators	3.5	2.3	2.7	2.6	65	
Pre-retired	4.3	4.0	3.5	3.8	91	
Younger Retired	4.3	4.3	3.7	3.8	92	
Older Retired	3.3	3.3	3.3	3.0	73	
Widowed	3.2	3.3	2.8	3.0	71	
African Americans	2.1	1.3	3.0	2.6	53	
Asian American	3.2	2.6	2.8	3.4	73	
Hispanic	2.5	2.0	2.3	2.6	56	
Female	4.7	4.0	3.2	3.2	86	
	0.0	0.0	0.0	0.0	0	
TOTAL SUM	53.2	51	49.55	49.2		

Theoretical Maximum = 115

Theoretical Minimum = 23

* Rating Factors Are rated on a scale of 1-10: 1 = Least Important; 10 = Most Important Criteria

** Variable values are rated on a scale of 1 to 5. 1 = Least Favorite, 5 = Optimal

FIG. 10

Target Market Prioritization Matrix - Market Potential

Relative Rating Factor Weightings*				
0.3	0.1	0.6		
2	1	4		
- Key Variables** -				
Market Description	Market Size	Growth Rate or Growth Potential	Opportunity (Penetration, Disposable Income, Market %)	TOTAL
Super Affluent	1	4	4	31
Affluent	2	4	4	34
Emerging Affluent	2	5	4	35
Secure Mature	2	4	4	34
Middle Market	5	2	3	35
Low-Middle Market	5	2	2	29
Low Net Worth	5	2	1	23
Accumulators	5	2	3	35
Pre-retired	5	4	4	43
Younger Retired	3	4	5	43
Older Retired	4	3	3	33
Widowed	4	2	3	32
African Americans	4	3	1	21
Asian American	2	2	4	32
Hispanic	3	4	2	25
Female	5	2	5	47
				0
TOTAL	57	49	52	

* Rating Factors Are rated on a scale of 0-1 with the sum adding to one: lower decimal = Less Important, higher decimal = More Important Criteria
 ** Variable values are rated on a scale of 1 to 5. 1 = Least Favorite, 5 = Optimal

Criteria: **Market Size (Known or Anticipated)**
 1 = < 1% of population (small), < 1MM Households
 3 = 5% of population (medium), 5 MM Households
 5 = > 10% of population (large), > 11 MM Households
Growth (3-Year Projection)
 1 = < 5% (small), declining, flat or stagnant
 3 = 10-15% (medium)
 5 = > 25% (large), excellent to explosive

Opportunity
 1 = Under penetrated by GEFA vs total US market by >25% low disposable income, low market need
 3 = Moderate to average penetration relative to competition, disposable income market need
 5 = Over penetrated by GEFA vs total US market by >25%, high disposable income, high market need, or no penetration by any competitor - new or untapped market

FIG. 11

Target Market Prioritization Matrix - Expansion Potential

Relative Rating Factor Weightings*	
0.7	0.3
3	1

Market Description	Expands Platform or Complements Customer Base	Brand/Image/Strategic Fit	TOTAL	Rank
Super Affluent	3	4	3.3	
Affluent	4	5	4.3	
Emerging Affluent	5	5	5	
Secure Mature	4	5	4.3	
Middle Market	3	4	3.3	
Low-Middle Market	3	2	2.7	
Low Net Worth	1	1	1	
Accumulators	2	3	2.3	
Pre-retired	4	4	4	
Younger Retired	4	5	4.3	
Older Retired	3	4	3.3	
Widowed	3	4	3.3	
African Americans	1	2	1.3	
Asian American	2	4	2.6	
Hispanic	2	4	2	
Female	4	4	4	
TOTAL	48	58		

* Rating Factors Are rated on a scale of 0-1 with the sum adding to one: lower decimal = Less Important, higher decimal = More Important Criteria
 ** Variable values are rated on a scale of 1 to 5: 1 = Lowest, 5 = Optimal

Criteria:

- | | |
|---|---|
| Expands Platform | Brand/Image/Strategic Fit |
| 1 = Low potential or fit with current & planned portfolio. Non-Complementary; little or no expansion foreseen. | 1 = Weak strategic fit. Low brand awareness/ weak image (15% lower than average). Will have marginal to no impact on the brand/image. |
| 3 = Moderate potential. Moderately complementary; will expand product/service production 10-15%. | 3 = Moderate strategic fit. Moderate brand awareness/image (+/-5% average). Will have moderate impact on the brand/image. |
| 5 = High potential for expanding market breadth, total sales expansion >20%. Highly complementary to existing customer base or strong fit with current or planned portfolio | 5 = Strong Strategic fit. High brand awareness/image (15% above total average). Will have positive impact on brand/image |

FIG. 12

Target Market Prioritization Matrix - Business Risk

Market Description	Relative Rating Factor Weightings* Relative Rating Factor Weightings*				TOTAL	Rank
	0.15	0.15	0.35	0.35		
	- Key Variables**					
	Competitive Environment	Barriers to Entry/Exit, Customer Appropriability	Market Knowledge	Controllability		
Super Affluent	1	3	3	4	3.05	
Affluent	1	4	4	4	3.55	
Emerging Affluent	1	4	3	4	3.2	
Secure Mature	3	5	4	3	3.65	
Middle Market	4	4	3	3	3.3	
Low-Middle Market	4	4	2	3	2.95	
Low Net Worth	5	4	2	2	2.75	
Accumulators	3	3	2	3	2.65	
Pre-retired	2	5	3	4	3.5	
Younger Retired	1	5	3	4	3.7	
Older Retired	3	5	4	2	3.3	
Widowed	5	4	2	2	2.75	
African Americans	4	4	3	2	2.95	
Asian American	5	2	2	3	2.8	
Hispanic	2	2	2	2	2.3	
Female	3	4	3	3	3.15	
TOTAL	49	62	46	48	0	

* Rating Factors Are rated on a scale of 0-1 with the sum adding to one; lower decimal = Less important, higher decimal = More important Criteria

** Variable values are rated on a scale of 1 to 5; 1 = Least Favorable, 5 = Optimal

Criteria:

Competitive Environment

1 = Many strong competitors targeting the market (25%+ of total market) in a sustainable position
 2 = 5-10 top-tier competitors targeting the market, GEPA's position is favorable (a weak position is 1-2)
 3 = Few or no strong competitors targeting the market (5% GEPA's position is dominant (a strong position is 1-4)

Barriers

1 = High barrier or difficult to enter/exit, high capital investment required (\$200K+) requires moderate effort to market or sell
 3 = Moderate barriers to enter or exit, moderate level of capital investment required (\$200K+) requires moderate effort to market or sell

Market Knowledge

1 = No prior market experience or established market, high learning curve for patterns/understanding
 3 = Partial or incomplete market experience, limited market understanding

Controllability

1 = High regulatory, legal, complex tax structure & high liability activity, high potential for subsidiary problems
 Focus/Activity won't pass the WESJ test
 3 = Average/Normal regulatory restrictions and activity, Ambivalent response to WESJ test

5 = Extremely low potential for any major activity or tax complications, Focus or activity would advance made by the WESJ test

* Arthur D. Little - R.V.L. Wright, "A System for Managing Diversity," December 1974
 ** Philip Kotler, Marketing Management, Prentice-Hall, Inc. New Jersey, 2000 p. 218

FIG. 13

Target or Served Market Prioritization Matrix - Profit Potential

Market Description	Relative Rating Factor Weightings ¹				Time-to-Profit (1, 3, or 5 years)	Rank
	ROA Impact (Improves, -1, or No Change, 0)	ROE Impact (Improves, -1, or No Change, 0)	Ramp Rate (Productions per 100, 200, and 300 years)	TOTAL		
	- Key Variables ²					
	3	3	1	0.2	1	
Super Affluent	3	3	2	3	2.0	
Affluent	3	3	5	3	3.4	
Emerging Affluent	4	4	3	3	3.6	
Secure Mature	4	4	4	3	3.8	
Middle Market	3	3	3	3	3	
Low-Middle Market	3	3	2	3	2.8	
Low Net Worth	2	2	1	2	1.8	
Accumulators	3	3	2	2	2.6	
Pre-retired	4	4	4	3	3.8	
Younger Retired	3	3	3	3	3	
Older Retired	3	3	3	3	3	
Widowed	3	3	2	2	2.6	
African Americans	4	4	2	3	3.4	
Asian American	3	3	2	2	2.6	
Hispanic	3	3	4	3	3.2	
Female	3	3	4	3	3.2	
TOTAL	0	52	46	44	0	

1 Rating Factors Are rated on a scale of 0-1 with the sum adding to one: lower decimal = Less Important; higher decimal = More Important Criteria
2 Variable values are rated on a scale of 1 to 5, 1 = Least Favorite, 5 = Optimal

Criteria: **ROE Impact (0-5 years)**
 1 = < 5% or diminishes relative to current portfolio
 3 = 9-13% or maintain current portfolio average
 5 = > 20% or increases current portfolio average
 * Assume maximum unlevered target ROE value attained for assumed mix

Ramp Rate
 Life: 1 = < \$10 million production or < 500 sales the first year < \$25 million production or < 1,500 sales in 3 years
 3 = \$25 million production or 1,500 sales the first year, \$50 million production or 2,500 sales in 3 years
 5 = > \$50 million production or 2,500 sales in first year > \$150 million production or > 7,500 sales in 3 years
 Annuitized: 1 = < \$10 million production or < 500 sales the first year < \$25 million production or < 1,500 sales in 3 years
 3 = \$10 million production or 1,000 sales the first year, \$250 million production or 2,500 sales in 3 years
 5 = > \$200 million production or 5,000 sales in first year > \$500 million production or > 10,000 sales in 3 years

or
ROA Impact (1 year Average bps)
 1 = < 25 bps or diminishes relative to current portfolio
 3 = 50-75 bps or maintain current portfolio average
 5 = > 125 bps or increases current portfolio average
 * Assume annualized pre-tax target ROA attained where ROA = (Pre-tax operating margin)/(One year average invested Assets), no P-910 assumptions or cost of funds included

Ramp Rate
 1 = < \$50 million assets under management or production the first year < \$250 million AUM or production in 3 years
 3 = \$200 million AUM or production the first year, \$750 million AUM or production in 3 years
 5 = > \$1 billion AUM or production in first year, > \$4.5 billion AUM or production in 3 years

Time-to-Profit, Standard (Whole No. < 100% Net Interest)
 1 = 7+ years
 3 = 3-5 years
 5 = < 1-1.5 year
 ** Assume a standard portfolio mix is taken to this market

FIG. 14

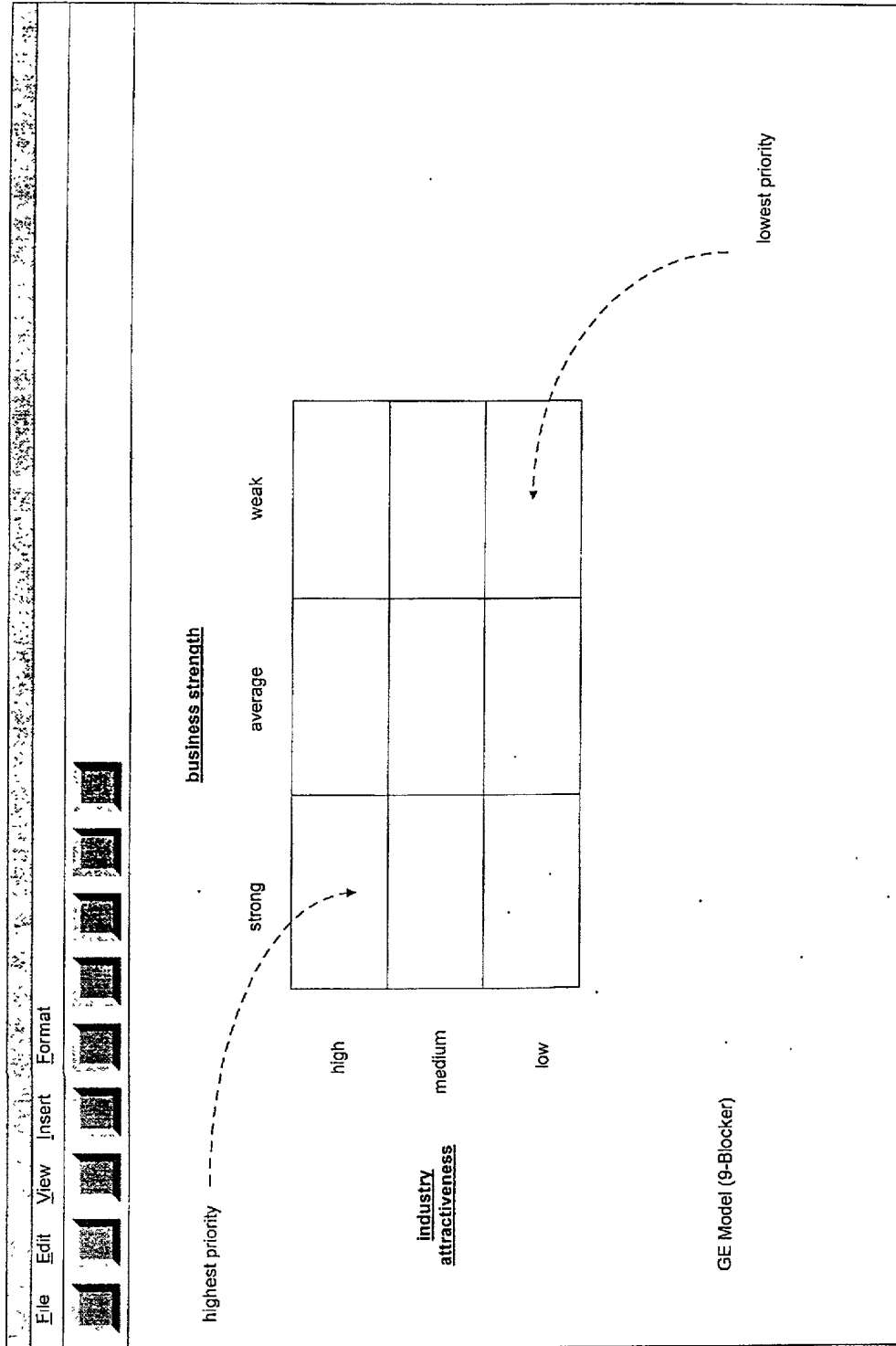


FIG. 15

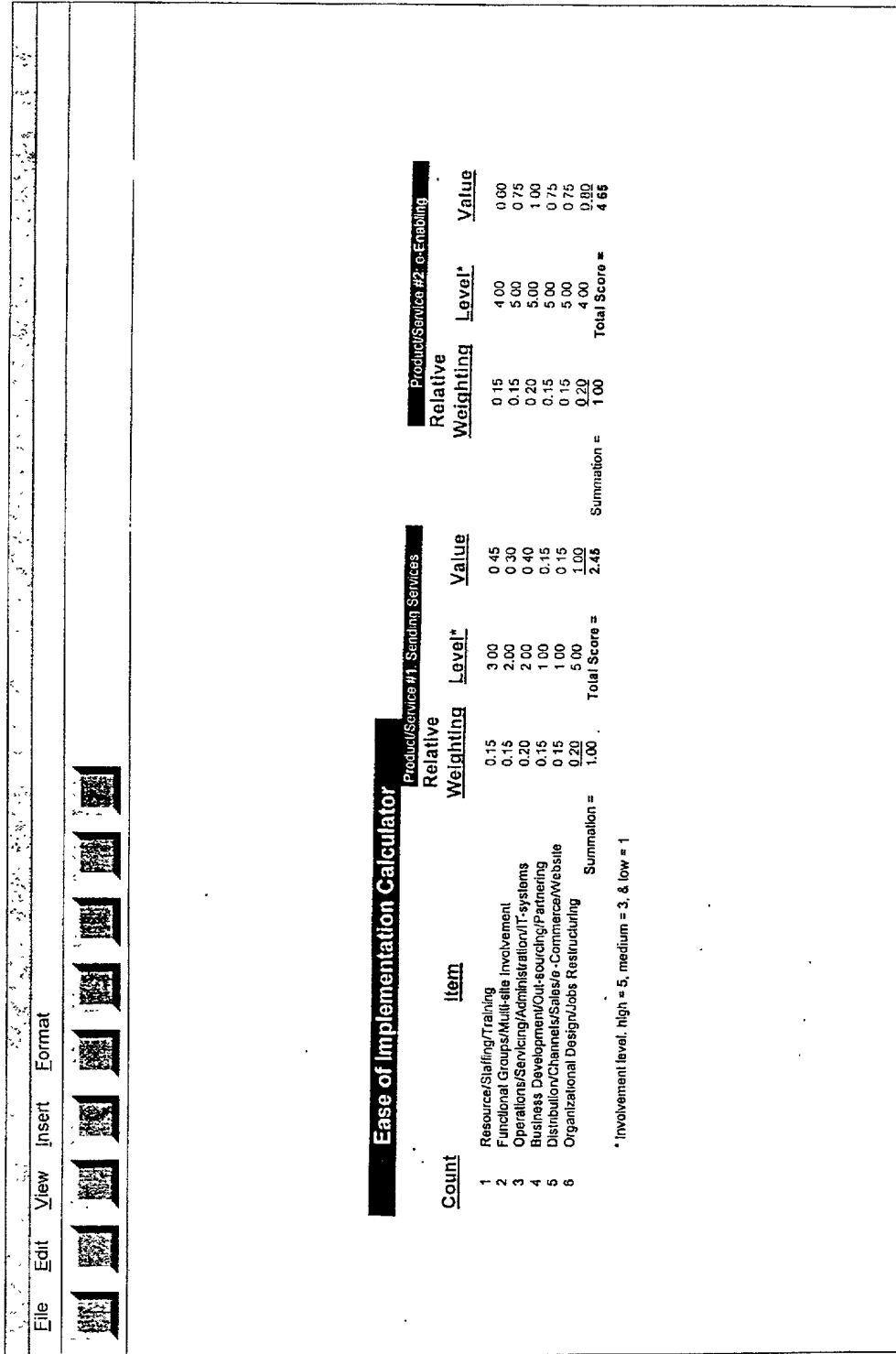


FIG. 16

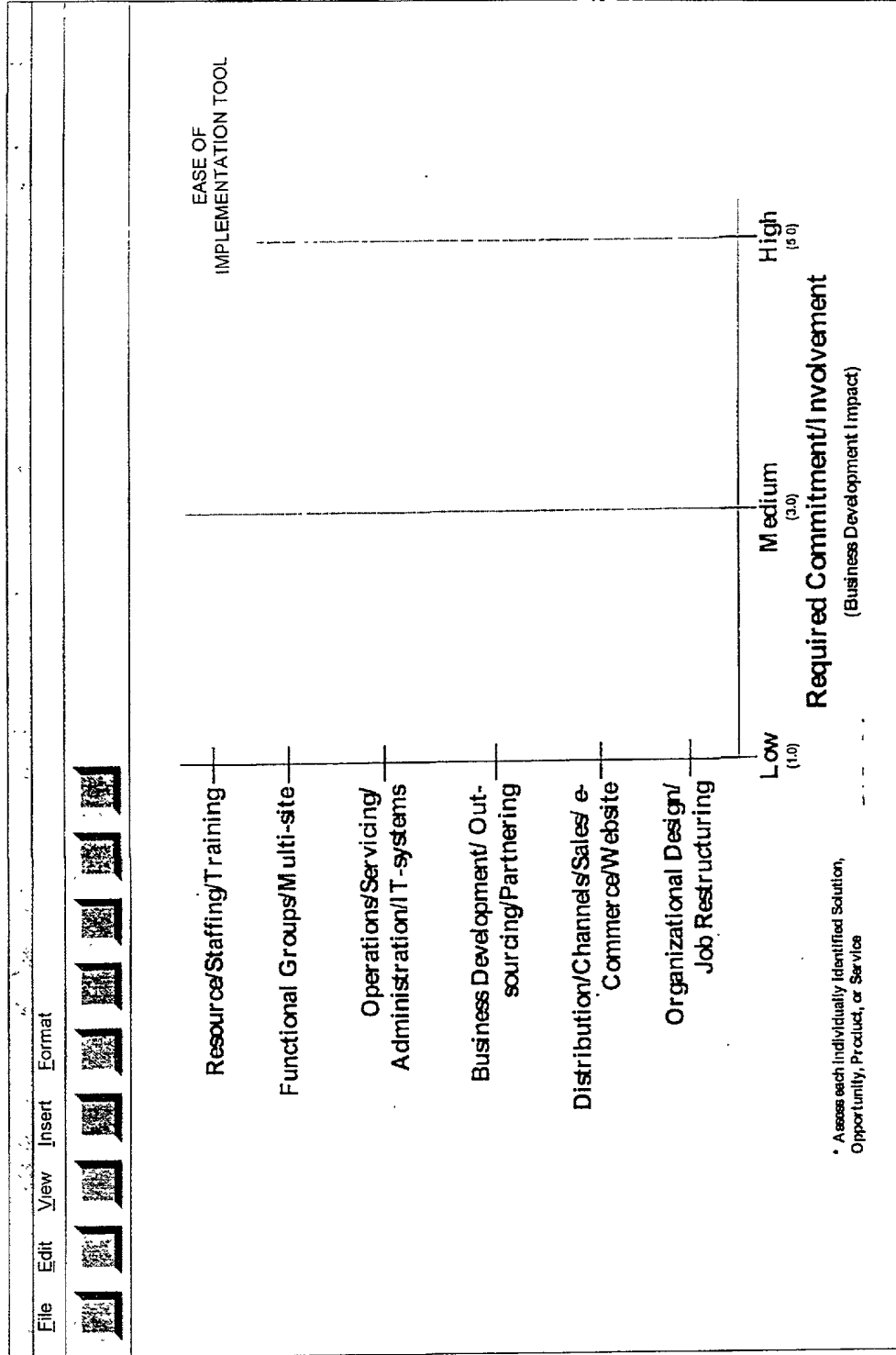


FIG. 17

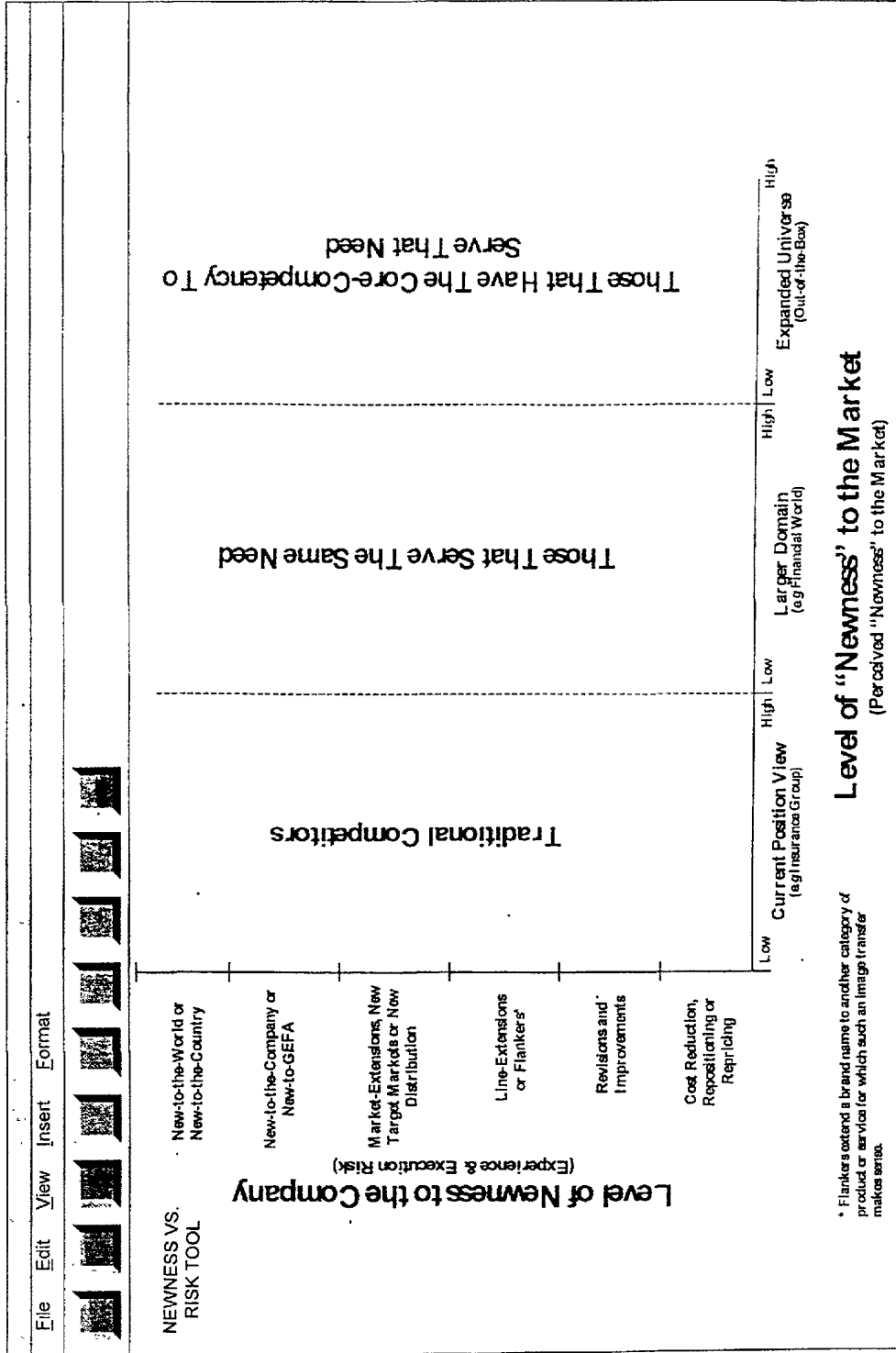


FIG. 18

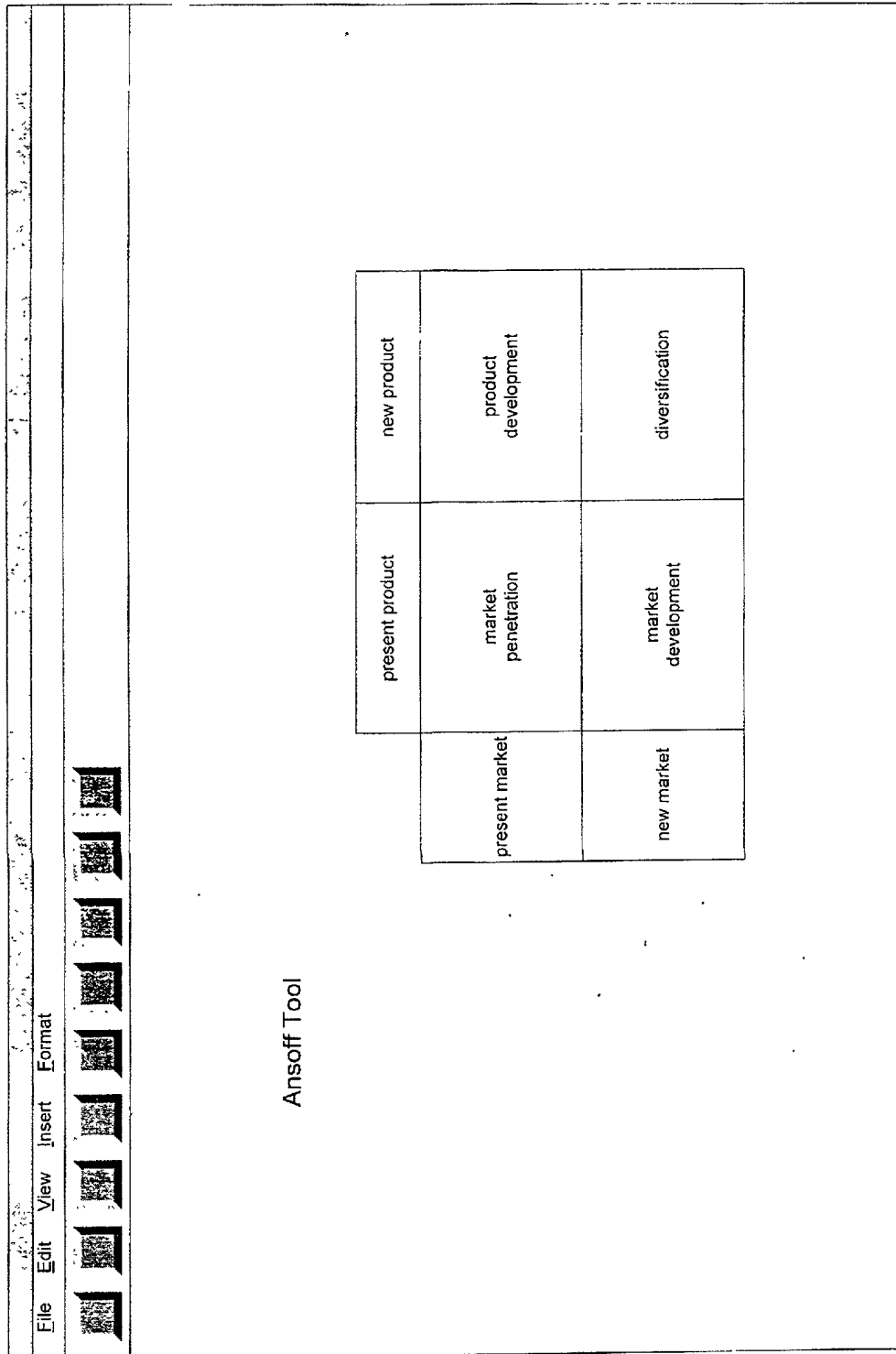


FIG. 19

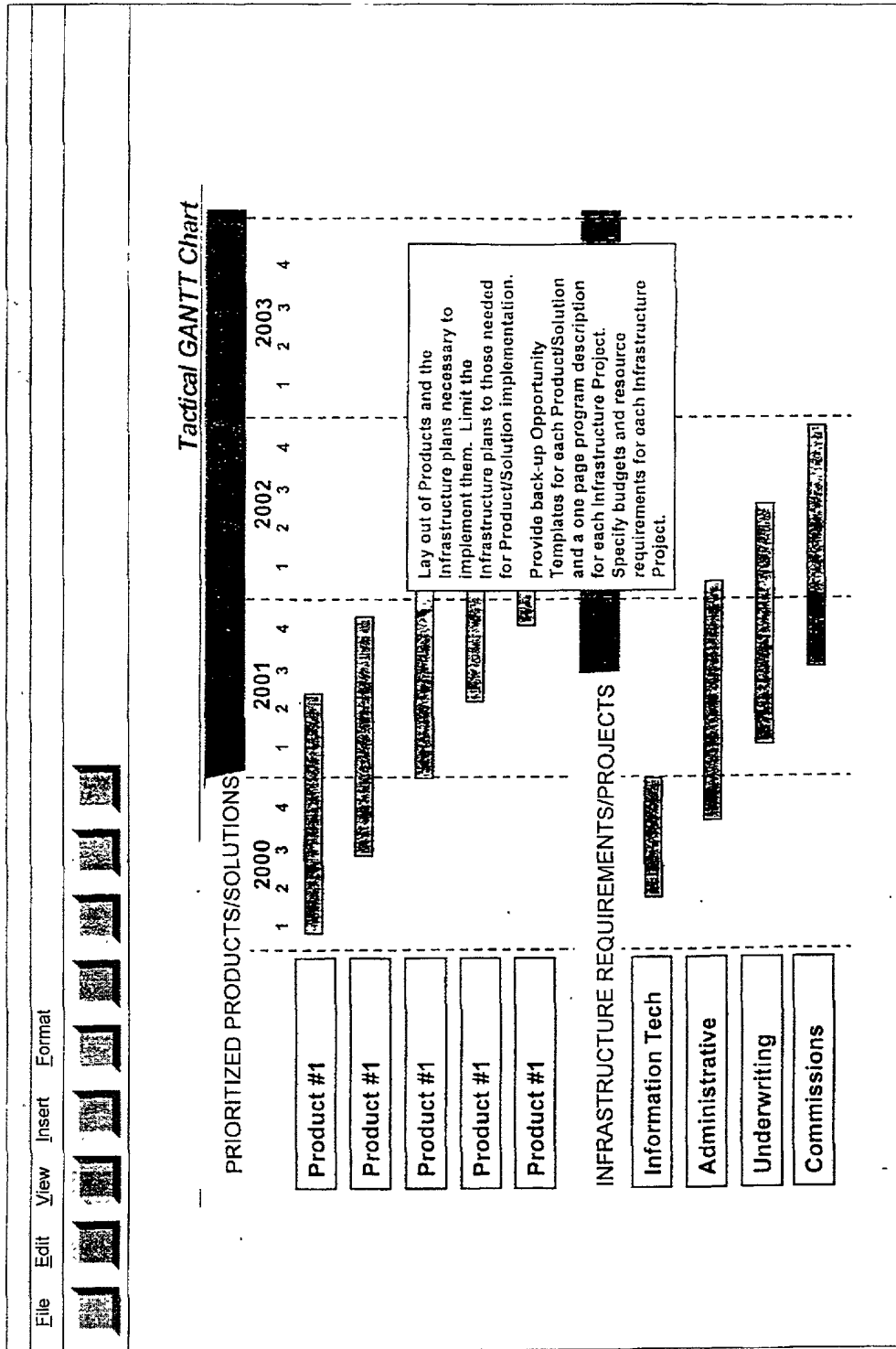


FIG. 20